

# Developing with data: Mapping engagement for greater understanding of library audiences

**Developing with data: Mapping engagement for greater understanding of library audiences**  
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**Project Description**  
 Why does the Center collect and how do they present it in order to build a strong supporter base? A library must know who their supporters are and what motivates them to engage. A data mapping project was conducted to determine patterns in rates of engagement with the library's email communication. Email engagement data was combined with Center analysis to create a greater understanding of audience and their values in order to develop targeted and effective communication strategies.

**Results**  
**Audience Demographic Information**

Demographic	Information	Eng. Demos
Age	18-24	61
Gender	F = 54% M = 46%	F = 44% M = 56%
Ethnicity	Caucasian = 90% Hispanic = 10% Asian = 7% African American = 0% International = 4%	Caucasian = 79% Hispanic = 12% Asian = 3% African American = 0% International = 2%
Educational	UT alumni = 34% Liberal Arts = 34% Information = 29% Business = 11% Natural Sciences = 9% Engineering = 7%	UT alumni = 65% Liberal Arts = 11% Business = 7% Natural Sciences = 0% Communication = 9% Fine Arts = 9%

**Identifying Gaps**  
 Age Range Comparison

**Data Sets Analyzed**  
 1. MailChimp Engagement Data:  
 - 22,878 email subscribers  
 - January 2017-January 2018  
 - Total email sent = 12  
 - Avg open rate = 22.6%  
 - Avg click rate = 2.25%

2. Email Subscribers in UT Center Database:  
 - 22,728 email subscribers in UT Center Database (99% overlap)  
 - 2,228 email subscribers in UT Center Database

**Purpose**  
 The project makes a map in which libraries can better understand their unique audience and develop effective communication strategies designed to increase supporter involvement and engage potential donors.

**Conclusions**  
 The demographic information reveals 60% of the UT Libraries is reaching for donors, many of whom are not engaged. Nearly 1/2 of email subscribers are from the UT Center for the Arts. Only 7% have given to the UT Libraries. Mail Center goals to student affairs, Texas State, and

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PRESENTED AT:



## PROJECT DESCRIPTION

**Who** hears the stories we tell and how do they respond? In order to build a **strong supporter base**, a library must know who their supporters are and what **motivates** them to engage.

A **data mapping project** was conducted to determine patterns in rates of engagement with the library's email communication.

Email engagement data was combined with donor profiles to develop a greater **sense of audience** and their **values** in order to develop a targeted and effective communication strategy and identify and address engagement gaps.

# DATASETS ANALYZED

## 1. MailChimp Engagement Data

- 23,578 email subscribers
- January 2017-January 2018
  - Total emails sent = 42
  - Avg open rate = 33.69%
  - Avg click rate = 2.68%

## 2. Email subscribers in UT donor database

- 22,725 email subscribers in UT donor database (96% coverage)
- 2,369 living individual UT Libraries donors

## 3. Top 100 UT Libraries Donors of 2017 in Database Data

- Average open rate = 58.93%
- Average click rate = 8.76%

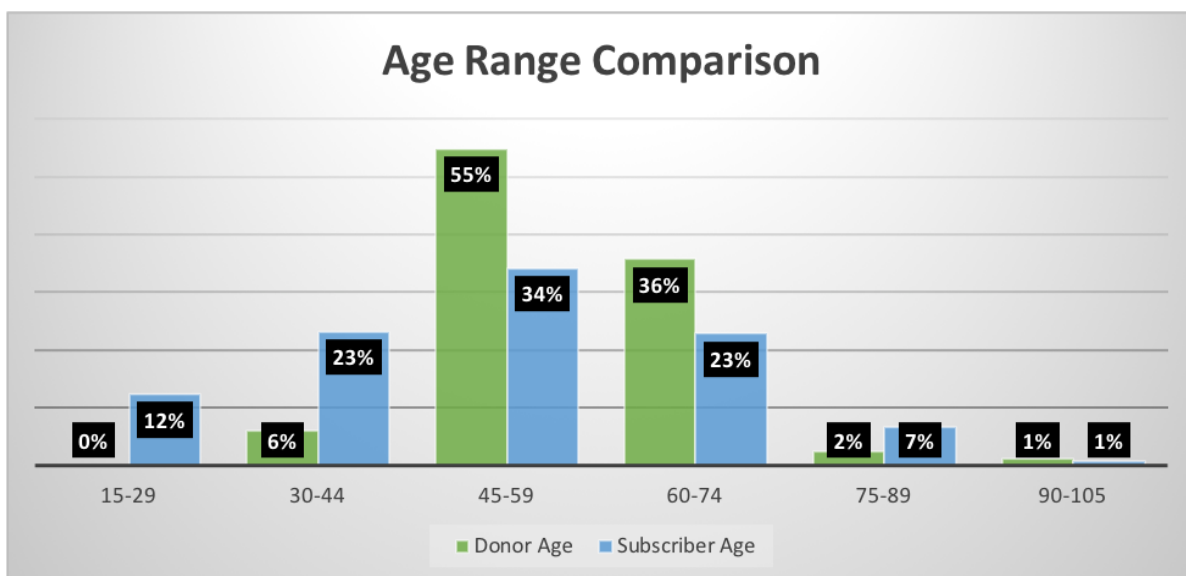
## RESULTS

### Audience

#### Demographic Information

Averages	Subscriber	Top Donor
Age	50.5	61
Gender	F = 54% M = 46%	F = 44% M = 54%
Ethnicity	Caucasian = 70% Hispanic = 15% Asian = 7% African American = 4% International = 4%	Caucasian = 79% Hispanic = 11% Asian = 5% African American = 4% International = 2%
Education	UT alums = 34% • Liberal Arts = 34% • Information = 15% • Business = 11% • Natural Sciences = 9% • Engineering = 7%	UT alums = 65% • Liberal Arts = 31% • Business = 7% • Natural Sciences = 6% • Communication = 5% • Fine Arts = 5%

#### Identifying Gaps



*Comparing age range of email subscribers with top 100 donors of 2017 revealed an under-representation of the 30-44 age range among donors who make up 23% of email subscribers but only 6% of donors.*

## Giving Patterns

### 1. Subscribers

50% have given to at least one department at the University of Texas at Austin and 7% have given to UT Libraries

- Student Affairs
- Texas Exes
- KUT Radio
- Liberal Arts
- UT Libraries

### 2. Top UTL Donors

Top 5 departments where UT Libraries' top 100 donors also gave

- KUT Radio – 27%
- College of Liberal Arts – 24%
- Texas Exes – 21%
- Athletics – 17%
- U.T. Austin – 10%

## Engagement

### Open rates

- 27.56% - Monthly E-news
- 36.11% - Non-e-news (all others)
- 33.69% - All emails sent in 2017

### Click rates

- 1.61% - Monthly E-news
- 4.16% - Non-e-news (all others)
- 2.68% - All emails sent in 2017

**Content**

Subject	Open Rate	Click Rate
Please + action (2)	65%	17%
Story of the Six-String Violin (1)	41%	6%
Your Longhorn (2)	41%	1%
You're Invited (10)	41%	5%

*Subject lines with the highest open and click rates told us what types of information subscribers are most interested in.*

Email title	Link text	Subjects	Total Clicks	Unique Clicks
Two Guys On Your Head	Two Guys On Your Head (RSVP button)	Event participation, programming	201	151
December 2017 E-News	In Memoriam: Harold W. Billings	In memoriam, former library director, nostalgia	254	143
September 2017 e-News	A Rescue Operation After Harvey	UT Libraries staff, disaster recovery	144	127
July 2017 e-News	You've Come A Long Way, Baby	PCL 40th Anniversary, nostalgia	147	126
November 2017 e-News	Our New Front Door	New website launch	136	117
February e-News	A Return to India	Collection development, international	127	116
August 2017 e-News	Happy 40th PCL!	PCL 40th Anniversary, nostalgia	133	112
January 17 e-News	A Path to Financial Literacy for Students	Programming, students, financial literacy, outreach	125	111
March e-News	Meet the talents: Jenifer Flaxbart	UT Libraries staff	114	104
May 2017 e-News	Squirreling Around	UT Libraries staff, students, outreach	113	103

*Text analysis of top clicked links in 2017 told us what topics move subscribers to take action.*

## PURPOSE

This project models a way in which libraries can **better understand** their unique supporter base and develop more **effective communication strategies** designed to

increase supporter involvement &

engage potential donors.



## CONCLUSIONS

The demographic information reveals **gaps** in who UT Libraries is reaching for donations, namely **younger** subscribers and those from **underrepresented communities**.

Nearly 1/2 of email subscribers have given donations to at **least 1** department at UT, but

**only 7%** have given to UT Libraries.

Most donors gave to **student affairs**,

Texas Exes, &

KUT Radio.

UT Libraries came in **5th** by number of email subscribers who donated to UT, and **13th** by amount donated.

The number of donors to student affairs and Texas Exes may indicate an interest in **giving** related to **student life** and UT student/alumni identity.

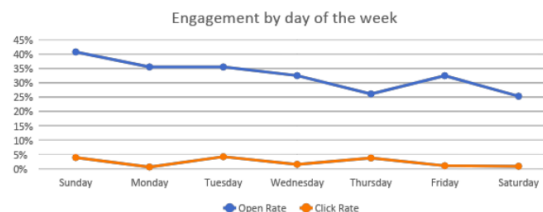
An emphasis on subjects and events related to **helping students** and engaging with **diversity, inclusion, and equity** efforts may encourage more subscribers to **increase** involvement with UT Libraries.

- Presentation given to UTL Advancement Team  
(<https://docs.google.com/presentation/d/1Dzme2x22edpY3G8q9pxo7bMp4vIqG6EucDYxDGmdjtE/edit?usp=sharing>)

## When to Send

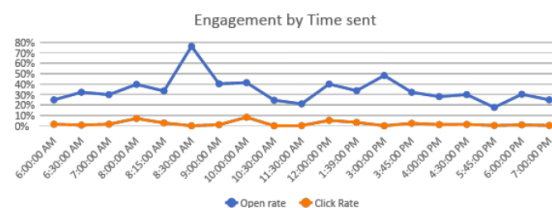
Day of the week:

- Sunday
  - 41% open rate
  - 4% click rate



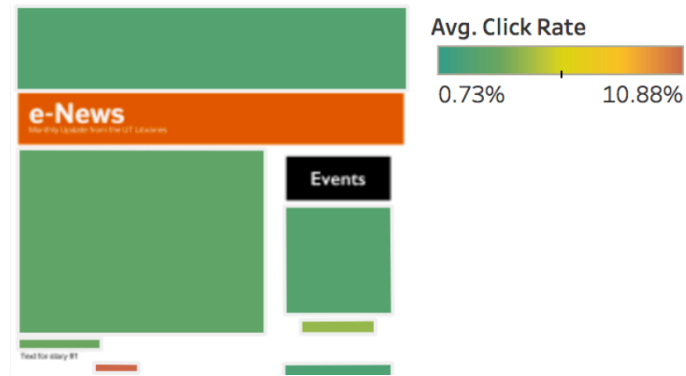
Time of Day:

- 8:00 – 9:00
  - 50% open rate
  - 3% click rate



# Understanding Layout and Format

## E-News Click Rate Heat Map



## AUTHOR INFORMATION

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